



# ON THE BRINK

## Advantages of Knowledge Profiles

### Finding the knowledge your colleagues have

Knowledge profiles facilitate finding knowledge people have. Knowledge profiles contain information about people who hold certain knowledge, the best way to contact these people, and the expertise and skills present. On The Brink advises not only knowledge profiles on an individual level but also on the level of teams, collective competencies, or knowledge domains.

### Objective

Knowledge profiles are used by employees to answer a number of daily questions:

- **Who knows what?** An answer is obtained through registration of knowledge, experience, interests, and skills of employees.
- **Who should be addressed for what?** Knowledge profiles hold information on responsibilities and organizational themes.
- **Who does what?** The knowledge profiles help make the organization and communication flows more transparent.
- **Who is that?** To clarify who a certain person is (profile, photo book) and which function he or she has.

### Success factors of knowledge profiles

The technical solution for knowledge profiles is not the difficult part; suitable standard solutions can be bought easily. We consider the attitude of the people vital to the success of knowledge profiles. Therefore On The Brink gives extensive attention to 'soft aspects': what motivates people to fill in their data and to keep it up-to-date, when are people prepared to invest time in answering questions of colleagues, and in what way can this be related to competence management.

### Interested?

Are you interested to use knowledge profiles in your organization? Please contact Dr. Paul van den Brink MBA, phone +31-6-50.438.437 or e-mail [think@onthebrink.nl](mailto:think@onthebrink.nl) for more information.